

DAILY WORLD READERSHIP DOWN 25%

REVISIONIST PRESS FLOUNDERS

The revisionist press is floundering. This is the only conclusion that one can draw from reading their own statistics and comments.

In the past year alone, the sales of the Daily World, the newspaper of the revisionist Communist Party U.S.A., have declined by 26%, from some 32,000 last year to 24,000 this past October. This significant decline has come even though the CPUSA launched a "100-day Daily World drive" in the early part of this year.

The overall fall in sales includes a drop of some 6,000 sales through dealers and street sales. Mail subscriptions fell by almost half, from 9,743 in October 1976, to 5,707 in October 1977.

What is the reason for the marked drop in circulation of the revisionist mouth-piece? The October 1977 issue of Political Affairs (the theoretical journal of the CPUSA whose own circulation is down to only 4,550 a month) contains an article by Michael Zagarell, which exposes the revisionists' failures and some of their causes.

The article, " 'Total Propaganda' and the Class Struggle" examines the results of the revisionists' 100-day press campaign. Zagarell asks, "Why are many of our press builders reluctant to do face-to-face canvassing for subscriptions, re-

newals and new readers?"

After pointing out that the working class movement is fighting rapidly to expand its press, he tries to find reasons why his own paper is dropping in popularity just as rapidly. The first answer he comes up with reveals the nature of the CPUSA itself. Says Zagarell, "Lack of confidence in working people and lack of confidence in our ability to convince them of our ideas were two very big factors accounting for our slowness in this work."

Of course, Zagarell cannot grasp why it is that his fellow revisionists lack confidence in the masses. He cannot see why it is that the very magazine he is writing for, Political Affairs, isn't even read by half of the CPUSA's own membership.

The answer lies with the revisionist line itself. If explained clearly to the working people, it can only meet with hatred and revulsion from them. This is why the revisionists train their members to fear the masses and deal with them with the same contempt, dishonesty and demagoguery that any other bourgeois politician or two-bit political swindler would use.

Zagarell himself goes on to charge members of the CPUSA with "a seeming laziness to get out and speak to the

masses." He complains that his fellow revisionists feel "meek and isolated" when confronted by the people. His proposal is for the Daily World sellers to go out in "larger numbers" to bolster each other's confidence.

While our own revolutionary communist newspaper is relatively young and only moved from a monthly to a weekly a little over a year ago, its growth has more than doubled during the same period. Our sellers go out boldly taking *The Call* among the masses, filled with confidence and knowing that if they do their job well, the people will respond.

We can only offer the following advice to those in the revisionist party who are honestly looking for ways to change their terrible situation: First, you must stop peddling the revisionist trash in the Daily World, which only misleads the people and tells them to rely on the liberals, the labor bureaucrats and the revisionist fake "communists." You must bring to them instead, the teachings of genuine Marxism-Leninism.

As long as you continue to peddle revisionism, no matter how large a group of peddlers you go into the community with, the masses will relegate your paper to fish-wrap.